



The Jordanian Fashion Show Through History, now established on the international scene, depicts Jordanian history in a highly successful presentation of the costumes of various eras. Suzanne Zu'mut-Black reports.

Shades of history through fashion



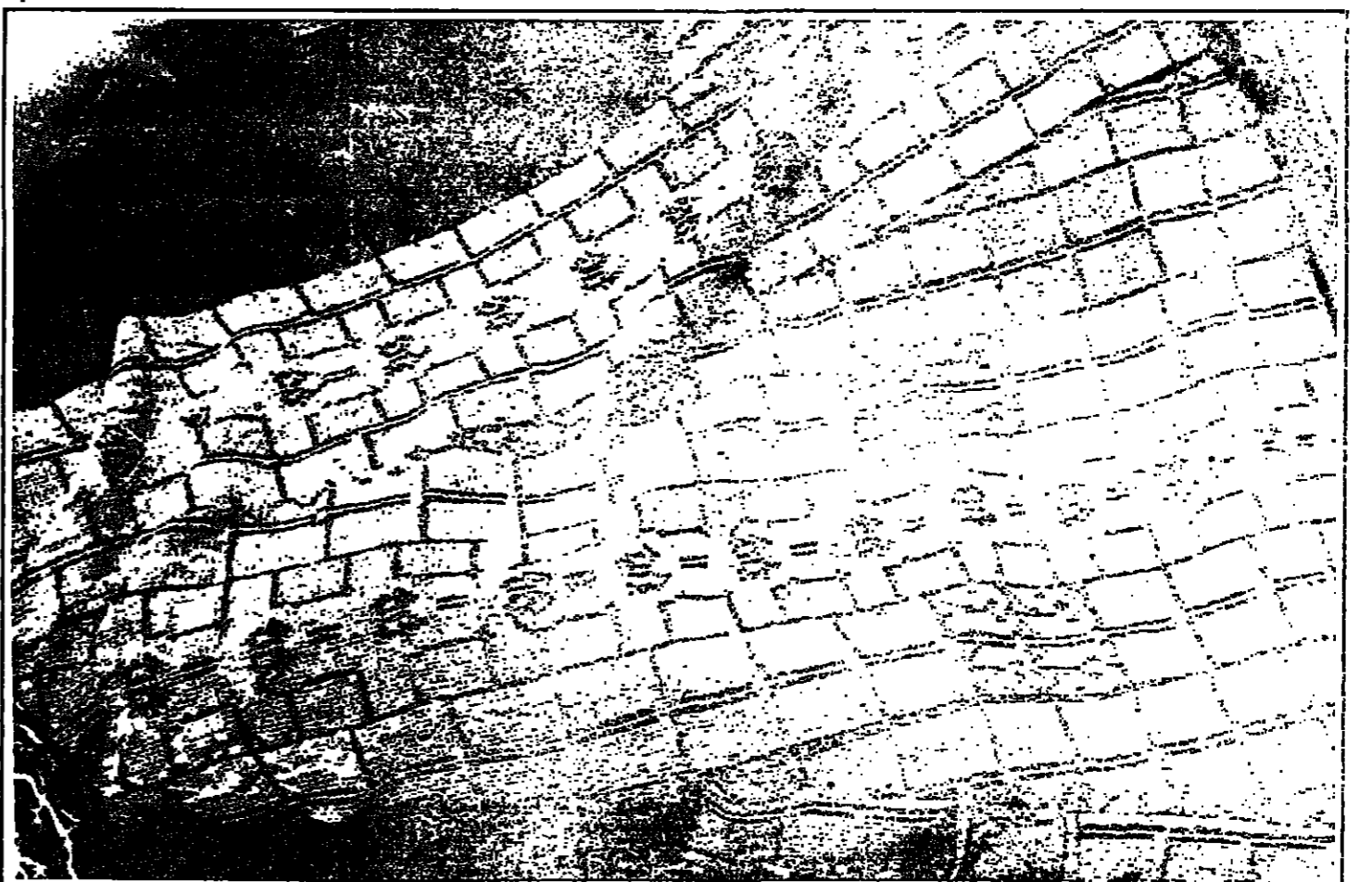
Blue dress and turban based on a mixture of styles from the Umayyad and Ghassanid periods (Photo by Suzanne Zu'mut-Black)

ditional Beersheba black EIGHT-MINUTE standing in San Francisco: wide rim and tears of emotion from audience in Los Angeles; a ty laugh from His Majesty Hussein in Amman and resling applause in Baghdad -- source of all these emotions reactions was the Jordanian ion Show Through History, h in the span of one year has lished itself internationally. e show's latest appearances : in San Francisco and Los cles on May 9 and 11. One red and fifteen costumes : modelled by 10 Jordanian nequins against an appate background and accanied by music, with Arabic English commentary. The occasion in San Francisco the annual conference of the onal Association of Arab ricans (NAAA). Mr. Ali ndour, president of Alia, the al Jordanian Airline, which isored the two shows in the . told Arab Americans during onference that the one-hour, nute show was a brief repntation of a long and eventful ory, and that it should make world aware of its indness to Arab civilisation, n in the world of fashion. Mr. ndour added that this was one any attempts to build bridges een the Arab World and the

dress hand-embroidered in red, American people. "The show is much more effective than any postcard or brochure, and it sticks in the memory much longer," said Mr. Bassem Al Sheikh Jawad, who is the prime mover behind the production. "It also promotes our own style in textile and design." Mr. Jawad is the designer of both the costumes and the set. He is also in charge of selecting the music, choosing and training the models -- a two-month task -- and supervising the makeup. Mr. Jawad, an Iraqi by birth, came to Amman in October 1979, in transit to Baghdad, and got stuck for two weeks while awaiting a plane seat. He did not waste any time, though. He got in touch with Mrs. Wedad Khalifeh, director of the Rural Development Society, and ever since, has been working with the society to establish and develop the fashion show. After studying engineering in Germany for three years, Mr. Jawad decided that fashion was really his line. So in 1964, he joined an art and fashion school in West Berlin, where he stayed for another three years. Between 1967 and 1972 he worked in the world of fashion in Germany and France. From 1972 until he came to Amman, he was involved in the establishment and development of

yellow, greens, blue and mauve the Iraqi Fashion House in Baghdad, working as a designer of dresses based on traditional styles. "The house is well established now and can do without me," he said. The Jordanian fashion show emerged after studies had been made using history books, material in museums, historical sites and research done by University of Jordan professors. Her Majesty Queen Noor reviewed the research and the designs, and gave the green light. The music accompanying the different historical periods and stages of the show was composed by Jordanians and Lebanese composers. One of them is the budding composer Mr. Ziad Rahabani, the son of the well-known Lebanese singer Fairouz. The costumes in the production fall into three categories: those based on historical information, original traditional dresses and modern developments of the latter. The first group depicts the different periods in Jordanian history dating back to about 4,500 B.C., when the first community settlement existed in Jordan. The designs of the five dresses, representing this period are based on drawings found on a cave wall in Tuleilat Ghassoul, 70 kilometres from Amman in the Jordan Valley. The colours used in

the dresses are red, black and white, the same as those on the cave wall. The design is geometric with patterns of stars and eagles similar to those shown in the cave. The Canaanites, who inhabited the area from about 3,000 to 2,500 B.C., are depicted wearing leather and portrayed as fighters. Both the man and the woman modelling the costumes carry spears. These designs are based on drawings of Canaanites on an Egyptian stele. The Ammonites, from around 2,000 B.C., are featured by four costumes: those of two girls, of the King of Ammon and of the deity Rabbath Ammon, known as Tyche, the protector of cities. Three dresses represent the Nabataean period, dating back to 300 B.C. The Nabataeans, who came from Saudi Arabia, brought with them their god Doshara, as the commentary tells us. The design is based on material at the Jordan National Museum, which shows Greek and Egyptian influence on the styles of the period. The Umayyads, from about A.D. 700, are depicted in five dresses based on museum statues in Amman, Damascus and Istanbul and on designs made by visiting artists of that period. The dresses, reflecting the luxurious Umayyad way of life, are made in silks, satins, pearls, emeralds and furs. The 'oud, the Arab stringed instrument, is used here in the background music. Seven costumes represent the Mamluks, from about A.D. 1,200-1,500, and also reflect their sumptuous way of life with feathers, diamonds, pearls and silks. The turban is a prominent feature here. Ten dresses bear hand-painted patterns from the Dome of the Rock and from Qusayr Amra painted on them by hand. Otherwise they are the complete creation of the designer, with the common theme of long sleeves, high collar and flowing lines, with a turban for headdress. The second group, that of the original local costumes, consists of 12 dresses representing Jerusalem, Bir Al Saba, the bridge of Mar'an, Gaza, Salt, Nablus, Ramallah, Karak and Abu Allanda. Some of these dresses took a long time to make, since they were extensively embroidered by hand. The Jerusalem dress, for example, took four women volunteers four months of continuous work to embroider. One of them was afterwards admitted to hospital with a slipped disc. The third group -- modern developments of traditional dresses -- includes ten abayas adapted into dresses. The final 60 dresses in this group, which complete the collection, can be used as exotic evening dresses. Here the designer's imagination runs wild and, in many cases, with only a suggestion of the Orient, he creates quite flattering styles, which many women might dream of but few would be adventurous enough to wear.



The heavy embroidery of traditional dresses can take several months to complete, as did the piece above. Below, a close-up of the design on

the Umayyad-Ghassanid costume, showing a combination of crescents and crosses, inside the diamond pattern.



mer Bassem Al Sheikh Jawad adjusts the headdress on a model wearing the black abaya adapted

into a modern dress with silver embroidery motifs, based on Islamic designs in Qusayr Amra.

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Editor: SAUCI F HOURI
 Managing Editor: MAZ D. SHU'AYR

Journal and advertising offices: JORDAN PRESS FOUNDATION, University Road, P.O. Box 6710, Amman, Jordan.
 Telephone: 67171-2-3-4
 Telex: 21497 Al Raf JO, Cables: JORTIMES, Amman, Jordan.

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Why?

IF ISRAEL'S attack on the Iraqi nuclear reactor shows its total disregard for accepted standards of international behaviour, there are other, more subtle, examples of Israel's go-it-alone mentality. A few days ago, senior members of Israel's ruling Likud bloc promised former Israeli parliamentarian Shamuel Flatto-Sharon that Israel would reject a French government request for his extradition. Mr. Flatto-Sharon was sentenced in May 1980 by a Paris court to ten years in jail on fraud and tax evasion charges involving \$92 million. The Israeli agriculture minister, Ariel Sharon, reportedly promised Mr. Flatto-Sharon that he would not agree to the extradition of any Jew.

While this little drama is underway, the Israelis have enlisted and received the support of the American government in pressing for the extradition to Israel of Ziad Abu Ein, a young Palestinian now held in a Chicago jail pending his appeal against extradition to Israel. The Israelis claim he was involved in a bombing incident in Tiberias a few years ago, and several American courts to date have accepted the contentions of the United States State Department that he should be extradited to Israel. His case is now being appealed to the American Supreme Court.

The double standard involved in these two cases is obvious and shameful. The world is being asked to push for the extradition to Israel of a young Palestinian, but it is also asked to ignore the request for the extradition to France of a rich and prominent Israeli. The world is asked to set one legal standard for Jews and another for Palestinians. Why?



How much for your life?

By Dr. Majdi Sabri

COURTS in the western world are often involved in making awards to those affected by accidents. The amount awarded varies, and is presumably decided on a case-by-case basis. In a recent case, a toy manufacturer was ordered by a U.S. federal jury to pay a handicapped boy and his parents more than \$3 million because the youngster was disabled by choking on a toy. The boy suffered brain damage because oxygen supply to the brain was cut off when he choked.

The size of the compensation involved in this case reminds me of the numerous methods that Cost-Benefit analysts have tried in order to place a direct value on human life. Awards made by courts were thought to be appropriate yardsticks for social evaluation of human life or loss of limb. The sizes of insurance policies at which people insure their lives were also considered as possible indications of what individuals implicitly set for their lives.

A more "interesting" approach to estimating the economic worth of a person's life is that of "discounting" to the present the person's expected future output (measured by his potential earnings) and future consumption (measured by his potential expenditure). The difference between the two is regarded as the net loss to society arising from a person's premature death.

According to this formula, one might dare to argue that the net costs of accidental deaths to the society could be reduced by "arranging" accidents leading to the death of old-age pensioners. For them, future output is equal or close to zero; but their potential consumption will normally be a positive amount. Those who argue along these lines often carry it to the extreme by making allowances for expected saving due to the lower cost of a smaller coffin if the deceased is a child!

None of the different methods of placing a value on human life could be used without qualification. Each method has its own shortcomings, and analysts are often faced with strict requirements which are difficult to meet.

Some economists, for example, argue that the loss of a man's life should be valued with reference to the minimum sum which he is prepared to accept for his surrender. It is suggested that the best way of estimating this sum is to contact a cross-sectional sample of the society and persuade them to participate in the most entertaining game of Russian roulette. This game would involve the award of a certain amount of money after surviving a shot fired from a revolver with six chambers, in only one of which is placed a live bullet. The amount of money required to convince a man to participate in this gamble must undoubtedly be the minimum value that he sets on his life, bearing in mind that the probability of being killed is one in six.

Whatever method is used to measure the value of human life, it is believed that no sum of money is likely to compensate a man for the loss of his life. This is simply because, if for no other reason, he will not be around to enjoy the benefit of its receipt.

ARAB PRESS COMMENTARY

AL RA'I: The return of U.S. envoy Philip Habib to Beirut coincided with renewed Israeli attacks on southern Lebanon. Several weeks ago, while the same envoy was in the region, the Israeli air raid on the Iraqi nuclear reactor took place. Clearly, Habib's visits are linked to events which have deliberately been planned to terrorise the Arabs. Moreover, the avowed purpose of Habib's mission -- the "missile crisis" -- was artificially provoked, as Begin himself admitted.

Strangely enough, however, the U.S. administration still persists in claiming that Habib's mission constitutes the safety valve of the region, whereas the actual events indicate an escalation of Israeli aggression during his presence in the region.

We must bear in mind that the renewed Israeli attacks on southern Lebanon followed reports of a possible agreement amongst the conflicting parties in Lebanon, which would put an end to the Israeli role in the Lebanese crisis and save Lebanon from the ordeal it has been suffering for several years. We must also bear in mind that as soon as these reports spread, Begin described the situation in Lebanon as "very serious", and Habib rushed back to Beirut.

Clearly, Israeli considers any signs of national accord in Lebanon as a serious threat because this would curb Israeli encroachment on Lebanese territories and sovereignty, thus enabling the Arabs to eliminate a serious liability of their eastern front. So Israel is trying to explode the situation in Lebanon in the hope of foiling attempts to achieve national reconciliation in Lebanon. Habib's return to the region was necessary so that the "missile crisis" could be used as a smokescreen for Israeli sabotage of these reconciliation efforts, just as this artificial crisis was used to facilitate the Israeli raid on the Iraqi nuclear reactor.

AL DUSTOUR: The brutal Israeli air raids on civilian targets and Palestinian positions in southern Lebanon yesterday came as no surprise to anyone in the light of the success achieved by the Arab followup committee in solving the Zahle crisis, which was exploited by Israel to provoke the missile crisis and all its attendant complications.

The latest Israeli attack is part of Israeli's attempt to hinder the Arab followup committee's efforts to achieve a solution to the Lebanese crisis, because such a solution would put an end to the detrimental role being played by Israel in Lebanon and would deprive Israel of the trump card it has been wielding on the Lebanese arena and the gains it made by means of its alliance with certain Lebanese quarters. This alliance has enabled Israel to interfere in internal Lebanese affairs and to support isolationist tendencies aiming at dividing Lebanon and its people.

The Israeli attack yesterday also aimed at frightening the Falangists and their allies to prevent them from acquiescing to the Arab followup Committee's demand that they end their dealings with the Zionist enemy, particularly since the positive response shown by the Falangists a few days ago will bring forward the date of the Committee's meeting in Beirut to further the progress of Lebanese national accord and to regulate Lebanese-Palestinian relations.

In the light of all this, the Arab followup committee, which embodies the spirit of Arab goodwill in Lebanon, is required to overcome all obstacle and convince all those concerned that arriving at an agreement is to the advantage of Lebanon and its people and that the only loser will be Israel.

American Muslims focus on Islam, human rights

FOR FOUR DAYS, a functional Islamic community thrived on the campus of Indiana University in the U.S. Midwest as the Muslim Students' Association of the United States and Canada (MSA) gathered for its 19th annual convention in May.

"Human rights: an Islamic perspective" was the theme for workshops and general assemblies that attracted as many as 4,000 persons from the association's four regional zones and 217 chapters throughout North America, representing some 50 nationalities.

Muslim scholars and community leaders, including several guests from African, Asian and Middle Eastern countries, addressed the group in 17 sessions that focused on the fundamental role of human rights in Islamic teachings. Speakers also emphasised the importance of mutual obligations at the individual and the community level in carrying out Islamic principles as a means of solving national, international and Islamic community problems.

Reflecting the development of the Muslim community in North America, major steps were taken in seeking endorsement for a new umbrella organisation to be called the Islamic Society of North America (ISNA). Drafts of this new organisational proposal were passed by voice vote of the general assembly on May 24 and are being mailed to MSA members for comments.

Because of the differences between the needs of on-campus Muslim students and others, a restructured Muslim students' association will be a federation of campus chapters, while a proposed Muslim community association (MCA) will be a federation of community-based local organisations.

The Islamic Society of North America will also include the Muslim professional associations which have grown up under MSA, such as the Association of Muslim Social Scientists, the Association of Muslim Scientists and Engineers, and the Islamic Medical Association. An integral part of ISNA will be the service institutions such as the Islamic Teaching Centre and the North American Islamic Trust with its press and book service.

At the convention, participants began each day at 4:30 a.m. with the call for the early morning prayer, scheduled activities continued long after the evening prayer at 10:30 p.m., done in congregation -- like all of the prayers each day.

In addition to the 17 main sessions, the convention featured separate youth programmes with educational and cultural activities for teenage girls and for teenage boys, and a full programme for children to free mothers to attend general sessions as well as the series of meetings organised by and for women.

Year-round activities of MSA working groups and campus chapters were reflected in booths set up outside the main lecture hall. There, pamphlets and brochures supplemented the content of the lectures with information about such projects as relief activities in the wake of the Soviet intervention in Afghanistan, efforts to alleviate the suffering of famine-plagued refugees in the Horn of Africa, the plight of Muslim minorities in South and Southeast Asia, and updates on the state of flux.

Literature was also available from several communities on their efforts to build schools, Islamic centres and mosques. A display provided information on the growth of Islamic centres and community facilities throughout the United States and Canada in recent years.

An annual feature of the convention is the Islamic bazaar where participants can add to their libraries from a wide selection of imported and indigenously-published Islamic books, periodicals and educational materials. Islamic plaques and emblems, Koranic cassettes, handicrafts and household items from the Muslim World are for sale by community groups and businessmen. Garments for men and women in keeping with Islamic prescriptions of modesty are also popular items in the bazaar.

Some 4,000 persons were present for the lecture by a prominent professor of Shari'a, Muhammad Qutb of Mecca. "To my mind," he told the gathering, "our real problem in the Islamic World is not that we have not ready-made theories on such and such subject or ready-made solution for such and such problem: it is rather, that along with it... that we have not got the true Islamic environment for applying those theories, ... or carrying out those solutions." "In his talk he explored the spectrum of human rights bestowed by God." In the context of the challenge to residents in western as well as Islamic countries to strive to put them into practice in daily life.

A salient theme in various discussions was the need for enhanced communication, not only on an international level but also among Muslims within a given nation. In the context of North America, this manifested itself in several sessions in the form of a call for better understanding of the history of indigenous American Muslims, and an expanded role for them in the Muslim Students' Association. One session was designed as a workshop to explore problems and obstacles in the way of unity of the Muslims in North America.

Among the suggestions offered were increased financial support for study by indigenous North American Muslims in Islamic institutions in the Muslim World; increased efforts to promote interaction between English and Arabic speaking Muslim women to overcome the language barriers; more attention to understanding cultural differences without making judgments in the American setting; and the need for each individual to be personally responsible for facilitating adherence to the principles of equality and brotherhood inherent in the Koran.

The MSA is a "catalyst to bring Muslims together," programme chairman Anis Ahmad pointed out to the workshop, noting that once Muslims from some 50 nationalities are assembled, the burden still remains with the individuals "to come forward and change things with our own hands and tongues."

Afro-American Muslims present in the meeting called for broader international recognition of the fact that the vast majority of the group once known as the "Nation of Islam" under Elijah Muhammad, and the "World Community of Islam in the West," is now called the "American Muslim Mission" and embraces true Sunni Islam.

The presence of Jamaat-i-Islami representatives from India and Pakistan gave conference participants several opportunities to dwell on Islam in South Asia.

Speaking in Urdu with English translation,

Naib-Amir Choudhri Rahmat Elahi of Karachi reviewed the history of the Islamic movement in Pakistan with reference to the role played by the Jamaat-i-Islami with its emphasis on education and social service.

Amir Moulana Mohammad Yusuf of the Jamaat-i-Islami of India emphasised the fundamental and comprehensive nature of the human rights provided for in Islam. In his illustrations, he called attention to rights not included in modern civil codes in many states and asked for personal and community struggle against the denial of these rights. In questions and answers, he outlined the role of the Jamaat-i-Islami of India as a coalition of Muslim groups working within the Indian community to ensure that constitutional rights of Muslims are upheld, and that the Islamic quality of their way of life is maintained.

Moulana Mohammad Yusuf also pointed out that it is consistent with Islamic traditions that Muslims have good relations with non-Muslims, whether they are relatives who have not embraced Islam or members of non-Muslim communities. He noted that in India Muslims have held major meetings to try to clear up misunderstandings on the part of non-Muslims. "Non-Muslims, although they do not accept Islam, come to help us in our social work," he said, emphasising the importance of setting a good example by living according to the Koran and the teachings of the Prophet.

From Sudan there were two guest participants: Al Tayib Zein Al Abdin, professor of political science and director of the Islamic African Centre in Khartoum, and educationist Al Tijani Abu Gidiri. Professor Zein Al Abdin reviewed the political rights central to Islamic principles, including processes by which Islamic communities participate in the formation of government as provided for in the teachings of the Prophet. He also served as a resource person for the workshop dealing with colonialism and dismemberment of the Muslim ummah (community).

Two editors also addressed the gathering. London-based Mohammad Hashim Faruqi, editor of the Muslim periodical *Impat International*, delivered a keynote speech on human rights in Islam preceding a session where contemporary problems in countries such as Afghanistan and Iran were discussed. Mohammad Salahuddin, editor of the daily *Jasarat* in Karachi touched on the human rights situation in a broad range of countries and the need for a strengthening of commitment to Islamic concepts in the contemporary Muslim World.

For African Muslims at the conference an important session was the workshop on the Islamic movement in Africa, where strategies for improving cross-national interaction between Muslims within Africa, as well as on the international level were explored. Participants emphasised the need for better educational materials, and stressed the importance of increased integration of African concerns into the overall programme of the Muslim Students' Association. The session was chaired by Nigerian-born Iyasa Ade Bello, the Canadian zonal representative for MSA.

The human rights theme of the convention particularly suited those MSA working groups motivated by compassion. Besides participating on a panel, members of the Afghan Relief Committee

also solicited donations. The MSA's Somali Relief Fund Committee focused attention of the convention on Africa with a recent documentary *Refugees in the Muslim World*, urging Muslims get involved in providing financial aid to an estimated two million Muslims in refugee camps in Somalia.

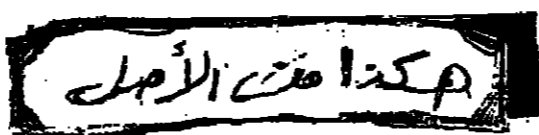
The Malaysian Islamic Study Group set up a display to collect donations and raise awareness of the existence of Muslim minorities in the Far East. Spokesman Roslan Mohammad Diah, and Iyana University student and member of the MSA chapter noted that many Malaysians -- perhaps 200 -- were attending, with some some 1600 kilometres or more, from as far as California and Louisiana and camping in the local Islamic centre. Asked for his assessment of the convention, he praised the creation of the Islamic Society of North America as "something not encouraging." He noted: "The last time I came to an annual convention," -- in 1978 when it was last held at the University of Indiana -- "it weren't as many American Muslims as have gathered up for this convention. I think the increase is a good sign."

And what did American Muslims have to say about the convention? "I learned from the lectures but I think I gained more from being with sisters who were born Muslims -- they shared with me Islamically," said one young mother, who has taken the name Sabarah. For Zakiyah Al-ahmad, a teacher in a U.S. East Coast Islamic school, the "most overwhelming favourable impression" came from "the way the convention beautifully replicated a true Muslim community." She went on: "The fact that one can hear *adhan* and stop to pray together without having to make excuses to anyone, the fact that one can feel the closeness and the quality of the family life; the vision of an Islamic society is so much closer by my having been here, and my inspiration is work that much harder to bring it about."

Syed Ali Jukani, representative of Jamaat-i-Islami in the Kashmiri legislative assembly, evoked this year's theme as he summed up his impressions in a statement to the convention in Urdu with an English translation.

"I feel in this part of the world where God has been very kind and has abundantly blessed a country with material affluence, he has also opened up new avenues for His blessing of Islam," Iyasa said, calling particular attention to the "youth have taken up the banner of Islam." He went on: "I have become optimistic that the success in this part of the world will bring a light, will bring a new resolution to those of us in the world where Muslims are a majority."

Noting that the conference made it clear to converts as well as born Muslims how an important role in advancing the cause of Islam is observed: "At a time when human beings are being denied their best rights as human beings, it is most appropriate that Muslims be clear of their obligations to promote human rights." He continued that there is a "most timely lesson derived, here, in the 20th century, from this reminder of the solution to human rights problems given by God 1400 years ago. Every participant should take to heart the obligation to promote this idea within the sphere of his influence." (ICA)



MIDDLE EAST

PLO chairman reported in Tripoli Assad to visit Libya, Algeria

MASCUS, July 11 (R) — Syrian President Hafez Al Assad will have talks in the next few days with other Arab leaders, the government newspaper Tishrin reported today.

Mr. Assad would fly to Tripoli today to meet Libyan leader Muammar Qaddafi, then go to Algeria for talks with President Chadli Benjedid.

The newspaper did not say whether the trip was in connection with the Syrian-Israeli missile crisis but reported that it was part of efforts to confront "imperialist and Zionist" moves against the Arabs.

President Assad's trip follows the return to the Middle East of U.S. envoy Philip Habib, who is trying to mediate between Syria and Israel.

The Libyan news agency (JANA) reported that PLO leader Yassar Arafat was in Tripoli and met Col. Qaddafi yesterday.

Numeiri to visit Egypt

CAIRO, July 11 (R) — Sudanese President Ja'afar Numeiri is expected to visit Egypt next week at the invitation of President Anwar Sadat, the weekly magazine October said today.

It said President Numeiri would join the Egyptian leader in talks and meditation.

Raja'i shuns mediation efforts to end Gulf war

LONDON, July 11 (R) — Iranian Prime Minister Mohammad Ali Raja'i said last night that Iran cared little about various international peace missions visiting Tehran in attempts to end the Gulf war, according to Iran radio.

and there is no reason to change it," he said.

The radio, monitored here, said Mr. Raja'i was commenting on reports that the Non-aligned group was sending another peace mission to Iran and Iraq.

"Whatever is to be done will be done on the battlefield. This has been our logic from the beginning

war which broke out last September over territorial disputes.

The war is continuing with renewed intensity, despite a recent appeal by the ICO to both sides for a temporary truce during Ramadan, the current Muslim holy month of fasting.

"They (the missions) can come and say what they like, but our

position is clear, precise and unalterable," the prime minister said.

Tehran has demanded that Iraqi troops withdraw from Iran simultaneously with a ceasefire if the Gulf war is to end.

Iraq refuses to pull out until Iran agrees to Baghdad's demands, chiefly for full control of the Shatt Al Arab waterway.

Egyptian minister warns foreign banks

CAIRO, July 11 (R) — Egypt has warned foreign banks operating in the country that their licenses will be cancelled if they continue to buy foreign currencies in the black market.

Deputy Prime Minister Abdel Razzak Abdel Meguid has said. The warning was one of several measures taken by the government to try to improve the value of the Egyptian pound, Dr. Abdel Meguid said.

He said the government will introduce new measures shortly regulating bank dealings in foreign currencies.

Other measures included the cancellation of a previous ministerial order forcing importers to pay custom duties in dollars, Dr. Abdel Meguid said.

Interest rates on saving accounts in local currency were raised from 8.5 per cent to 10 per cent annually to encourage citizens to save in Egyptian money, he added.

Accused of inciting Casablanca riots Opposition, union leaders go on trial in Morocco

CASABLANCA, July 11 (R) — The trial opened in Casablanca today of trade union and socialist opposition leaders accused of inciting violence in Casablanca in the riots which swept the city causing many deaths and widespread damage.

They said trials in Casablanca were expected to continue for a further two weeks.

Opposition and trade union sources said three or four people had already been sentenced by a criminal court in Casablanca to 20 years imprisonment, about one dozen to 15 years and a number of others to terms ranging from five to ten years.

The same sources said police courts had sentenced several hundred rioters, many of them teenagers, to terms ranging from one month to two years each for looting, burning, assault or wilful damage.

In Rabat yesterday, Mr. Yahia Bou Abdou, vice-president of the national Moroccan students union (UNEM), and two other people were sentenced to three months imprisonment and a fourth to one month for disturbing the peace.

The sources also reported convictions in Tangier, Oujda and Agadir, where 15 people were sentenced to prison terms ranging from six months to two years, among them members of the CDT.

trial are Mr. Noubir El Amaoui, secretary-general, and five executive committee members of the radical trade union Confederation Demque du Travail (CDT), which called a national general strike that degenerated into violence in court were Mr. Mustapha Kerchaoui, secretary-general of the opposition daily Al Mouharrir published by the Union Socialiste des Forces Populaires (USFP), Mr. Mohammed Karam, secretary-general of the Casablanca branch of the CDT, and Mr. Abdallah Moustafghir, secretary-general of the union of small traders. Officials would give no details of convictions or sentences.

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ECONOMIC NEWS BRIEFS

Algeria helps Tanzania in oil search

DAR ES SALAAM, July 11 (R) — The Algerian Petroleum Development Company Sonatrach has agreed to drill a test well and carry out an off-shore seismic survey to help Tanzania in its search for oil reserves, the government-owned newspaper, Daily News reported today.

Both projects, agreed yesterday by officials of Sonatrach and the Tanzania Petroleum Development Corporation, are being financed by a \$10 million Algerian government loan.

This will be Sonatrach's second drilling project in Tanzania. The first, partly financed and supervised by the World Bank, was abandoned due to unspecified technical problems, the paper said.

The new well brings to seven the number of drillings so far along the Tanzanian coast. Only one well produced natural gas and none has produced substantial oil reserves, petroleum sources said.

U.S. lends Angola \$85m

WASHINGTON, July 11 (R) — A U.S. government agency has made an \$85 million loan to Angola, but the state department said yesterday it did not represent any change in U.S. non-recognition of the marxist government there.

The U.S. Export-Import Bank, which lends money at favourable interest rates to foreign borrowers to finance American

exports, signed a formal loan agreement with the National Bank of Angola on Wednesday.

The bank said the loan would be used to help finance a \$160 million oil development project being undertaken jointly by a Gulf Oil subsidiary and Sonangol, Angola's state-run oil company.

"We have not sought to curtail commercial relations with Angola," State Department Spokesman Alan Romberg told reporters.

But he said the continued presence of Cuban troops in Angola prevented the establishment of diplomatic relations with the former Portuguese colony.

Crude pipeline transports other fuels

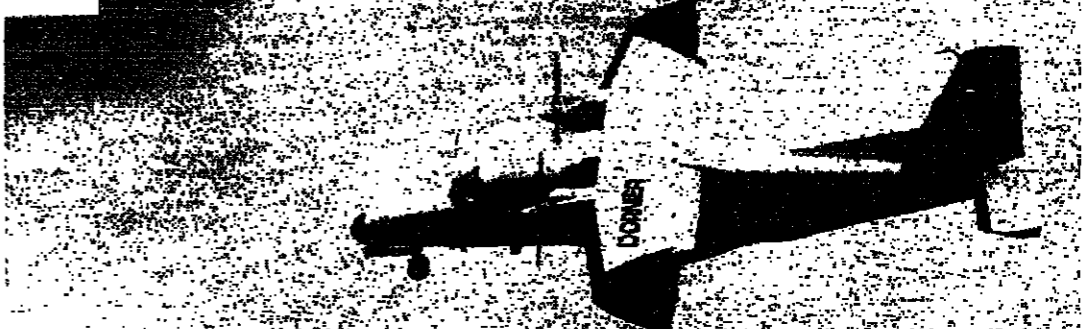
EAST BERLIN, July 11 (R) — East Germany has begun using a crude oil pipeline to transport other types of fuel, the official ADN news agency said yesterday.

The pipeline between Schwedt on the Polish border and the Baltic port of Rostock is now being used to pump diesel as well, saving on the cost of transporting the fuel by road, ADN said.

The agency said the use of crude oil pipelines for other fuel had been made possible by the development of a separating compound that prevented crude oil left in the pipe from mixing with other fuels.

Fuel efficient Dornier-228

The new Dornier 228 turboprop plane, made in Oberpfaffenhofen, near Munich, Federal Republic of Germany, is claimed to use 30 per cent less fuel than other aircraft of similar size and performance. This fuel saving is due mainly to the aerodynamic wing design of the Do 228, which is manufactured as a 15- or 19-seater or as an air freight carrier. Prototypes of this versatile newcomer have flown well; series manufacture is scheduled to begin towards the end of 1981. Orders, not mention options, have already been made by clients in Scandinavia, Africa, Asia and Australia.



Television programmes: valuable, visible export

LONDON: Ask a foreigner to name any British product, and the chances are that he will think of prestige exports like Scotch whisky or Rolls-Royce cars.

Yet it is highly likely that he will recently have seen a British-made television programme. Britain now claims to be the world's leading exporter of TV programmes, selling thousands of hours of television film and videotape each year to practically every country that has TV.

Estimates range between \$60 million and \$80 million on the money earned from abroad for the sale of made-in-Britain TV programmes. The state-owned British Broadcasting Corporation, for example, last year sold programmes overseas worth nearly \$30 million, while the 15 companies comprising the commercially operated Independent Broadcasting Authority are understood to have recorded overseas sales of between \$30 million and \$50 million. The IBA's sales are dominated by five main regional TV companies — London Weekend Television and Thames Television, both serving the greater London area, the Granada and Associated Television networks, serving the industrial Midlands and North, and Yorkshire Television.

One of the BBC's biggest selling

programmes in recent years was The Six Wives of Henry VIII, which starred Keith Mitchell. It was sold to 75 countries, ranging from such unlikely clients as El Salvador, Qatar and Poland to the major Commonwealth countries and the all-important U.S. market.

Others were Elizabeth R, which starred Glenda Jackson, War and Peace, the Onedin Line, the mayor of Casterbridge and the Voyage of Charles Darwin. British humour, as exemplified by Fawcett Towers, found audiences in most major overseas markets as

Television programmes earn Britain between \$60 million and \$80 million a year, partly on the strength of some unexpected "hits". The Japanese love Fawcett Towers, while The Saint is a great success in the Middle East, reports Frank Gray.

well as far-away Japan, Saudi Arabia and Swaziland. Even the quirkier examples of British humour, such as Monty Python's Flying Circus, have found buyers.

All Britain's TV companies have export divisions or sell their programmes overseas through agents. BBC Enterprises handles the network's overseas sales, while London Weekend has recently set up an international division, which works with a company called Richard Price and Associates.

Price, who also represents foreign companies selling to Britain, is largely responsible for the phenomenal success of Upstairs, Downstairs in the mid-1970s, the 66-chapter turn-of-the-century Edwardian drama which has the distinction of being the most pop-

ular British TV drama ever seen overseas.

The technique for reaching the foreign buyer has grown in sophistication since the advent of colour TV in the late 1960s, and the boom in television programming in Third World countries. Development of the video-cassette has had the dual benefit of cutting sharply the cost of programme presentation from the more costly and cumbersome film process, as well as making it easier to get a programme copy into a potential client's hands. If a video-tape goes astray, another can be copied and

arranged. The event would be the largest of its type in the world.

The full extent of the growing impact of British-made TV programmes on foreign audiences was dramatised late last year, when the BBC signed a \$5 million deal with RCTV of the U.S. to give the American company first option on distribution of BBC programming to the flourishing pay cable TV system in the U.S. This also meant that RCTV would have first rights to programmes that had previously gone to the popular "free" networks such as NBC, CBS, and the Public Broadcasting System (PBS). RCTV is expected to use only a small proportion of the 5,000 hours of programming the BBC makes each year, leaving plenty over for the other networks.

The BBC has since appointed the Public Media Group of Chicago to distribute its programmes in the syndication market in North America and has contracted with Western World Television of Los Angeles to distribute BBC programmes in Latin America, previously a weak foreign sales area for the British network. Each television company has its own special success story. Associated Television's The Muppets, Britain's response to Sesame Street of the U.S., is enjoying world-wide sales for the more than 100 programmes that have been produced so far.

Granada Television has produced more than 2,000 chapters of Coronation Street, easily the most successful of television soap operas. The series has been running more than two decades and won an entry in the Guinness Book of Records a few years ago when a Canadian TV station in Saskatchewan bought more than 1,200 chapters in one go.

Thames Television's The World At War has been seen in more than 70 countries and has paid for itself by overseas sales alone.

There have also been some surprising successes in unexpected markets, which have helped shape the overall approach to exporting.

The Jordanians responded enthusiastically to a drama series, Family at War, about a Liverpool family and the effect of the Second World War on them. Granada television had not expected to sell to the Middle East but was surprised to find that the "family crisis" theme of the series was something with which Middle Eastern viewers could identify.

The Saint detective series, made originally with Roger Moore in the mid-1960s and revived in recent years with Ian Ogilvy, found a natural market in the U.S. and Europe, but also enjoyed great popularity in developing countries. Other "quick action" series have gone down well — "I guess it's the escapism factor we hadn't reckoned on," said one television official.

TV executives here see their success as verification of their policy of "quality first, commercial interest second."

"The Americans are chasing audience ratings and are always looking for formulas which are successful," said one official. "British television does not quite face that kind of pressure and tends to go on to new ideas much more readily."

Another added: "Unless you have good writing for your product, you have nothing. For this reason, we tend to keep our series shorter than in America, or else the writing is in danger of going stale."

But inflation is harming Britain's ability to continue to produce high quality programmes inexpensively — a major asset in the export successes of the early 1970s.

Granada points out that last year it spent £1 million (\$1.98 million) for 18 studio cameras plus nine mobiles, the biggest order ever made by a British television contractor for equipment. "This figure compares with the initial investment made when Granada itself was set up back in 1956."

This kind of problem is causing

a greater interest in developing joint production ventures in which the production control of a programme remains in UK hands but the costs are shared with other TV companies or commercial interests abroad.

For example, Time-Life, the U.S. publishing concern, is supporting the BBC's production of all 36 of Shakespeare's plays, about half of which have been produced. The plays will have a selling life to the end of the century, but the BBC, which relies for its income on television licence fees in the UK, probably could not have undertaken the project without the injection of U.S. funds.

Granada has recently teamed up with WNET-TV of New York, a member of the U.S. Public Broadcasting System, and Norddeutscher Rundfunk of West Germany to produce Brideshead Revisited, based on the Evelyn Waugh novel and starring Sir Laurence Olivier. Similar support helped it produce the highly-acclaimed series Hard Times and Laurence Olivier Presents, a scri-

es of six plays which have since been sold to more than 60 countries.

In 1977, Lord Lew Grade's personal project, the \$12 million production of Jesus of Nazareth, was nearly stillborn when General Motors withdrew its backing. Procter and Gamble stepped in at the last minute, and the Associated TV show went on to have simultaneous broadcasting in Britain and on the American NBC network in Easter of that year.

Although Britain and the U.S. are overwhelmingly the dominant forces in television programming because of their expertise and universality of the English language, executives in the U.K. are aware that competition from such countries as Canada and Australia cannot be ignored. In addition several European nations, such as France and Germany, have been increasingly successful in producing expertly-dubbed documentaries and adventure series which have enjoyed success overseas markets.

Financial Times News Feature:

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